

ABSTRACT

A system and method for delivering advertising messages to a person accessing
a banner web site from a terminal having a display upon which the content of the web site
is visually perceived. Initial signals are provided from a web site when the web site is
accessed by the user to establish a banner area including banner information that is
visually perceptible by the person and plural sub-areas of the banner area. When the
cursor is moved to a position on one of the sub-areas the person is automatically provided
with respective additional visually perceptible information associated with the sub-area.
The additional visually perceptible information remains perceptible to the person as long
as the cursor remains on the selected sub-area. The initial signals carry the instructions
necessary for the terminal to establish the additional visually perceptible information.